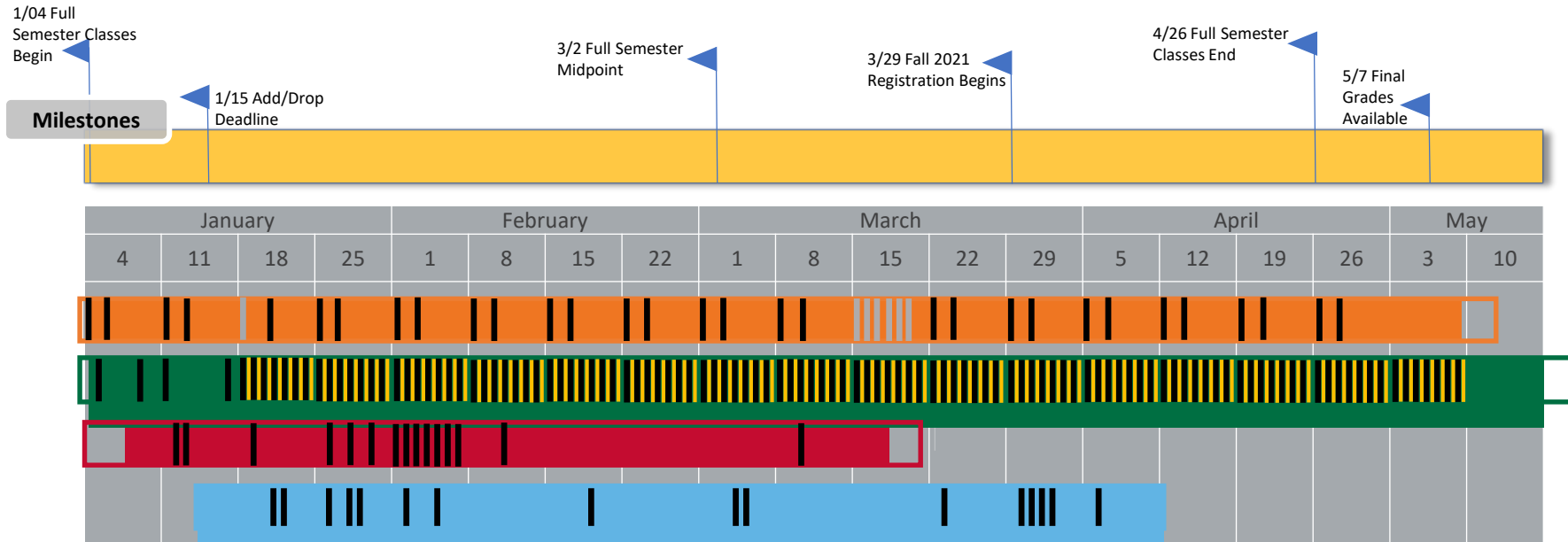


Spring 2021 Activity for MSMK Program



Class Schedule

MM1 Classes begin 1/04 end on 2/27
Monday (5:30pm – 9:45pm)
MK8010 – Marketing Metrics
 Location: Online • Dr. Rigdon

Wednesday (5:30pm – 9:45pm)
MK8700 – Digital/Social Media Marketing
 Location: Online • Dr. Shah

MM 2 Classes begin 3/01 end on 4/29
Monday (5:30pm – 9:45pm)
MK8620 – Product Management
 Location: Online • Dr. White

Wednesday (5:30pm – 9:45pm)
MK8720 – Data Driven Marketing
 Location: Online • Dr. Ramakrishnan

GSU Holidays
 Denoted in gray

- 1/18 MLK Day
- 3/15-3/21 Spring Break

Workshops

- 1/05 Welcome Back MSMK Cohort Overview
- 1/07 Library Research
- 1/11 Effective Case Analysis
- 1/29 MISMK Alumni Panel Discussion
- 1/27 Working Effectively in Teams
- 2/3 Leadership and Professionalism

Student Experience

- 1/12-1/13 Welcome Week
- 1/19 Series of Success: Online Learning
- 1/26 Series of Success: Resources at GSU
- 1/28 Series of Success: Time Management
- 1/30 Intro to SAS Workshop
- 2/2/3/4 Series of Success: Goal Setting
- 2/6 Excel Workshop
- 2/11 Twitter API Workshop
- 3/10 Case Study Workshop

What are we about?
 Engaging, integrating and transforming every student experience with the core activities of a business school to propel exceptional results for our students.

Career Advancement Center

- 1/21 Virtual Meeting & Interview Etiquette Workshop
- 1/22 Resume Review with Employers – Accounting & Finance
- 1/26 Meet the Firms – Tax Forum
- 1/28 How to Work a Virtual Career Fair
- 1/29 Spring Virtual Career & Internship EXPO – All Business Majors
- 2/2 Diversity & Inclusion Student Leadership Panel Discussion
- 2/5 Commercial & Residential Real Estate Virtual Fair
- 2/19 Graduate Virtual Career Fair
- 3/4 Robinson Industry Insights – Industry Panel Discussion
- 3/5 Women in Leadership Panel Discussion
- 3/23 Alumni Career Tips
- 3/30 – 4/1 Executive Career Coaching (ECC)
- 4/2 Hospitality & Marketing Virtual Career Fair
- 4/6 Adulting 101 – Robinson Real World Ready

Note: All CAC events will be held virtually.

***For all event details & to RSVP, please log on to [iHandshake](#)**